



Bachelor of Design Survey Results



Prospective Students

Preferred school or field

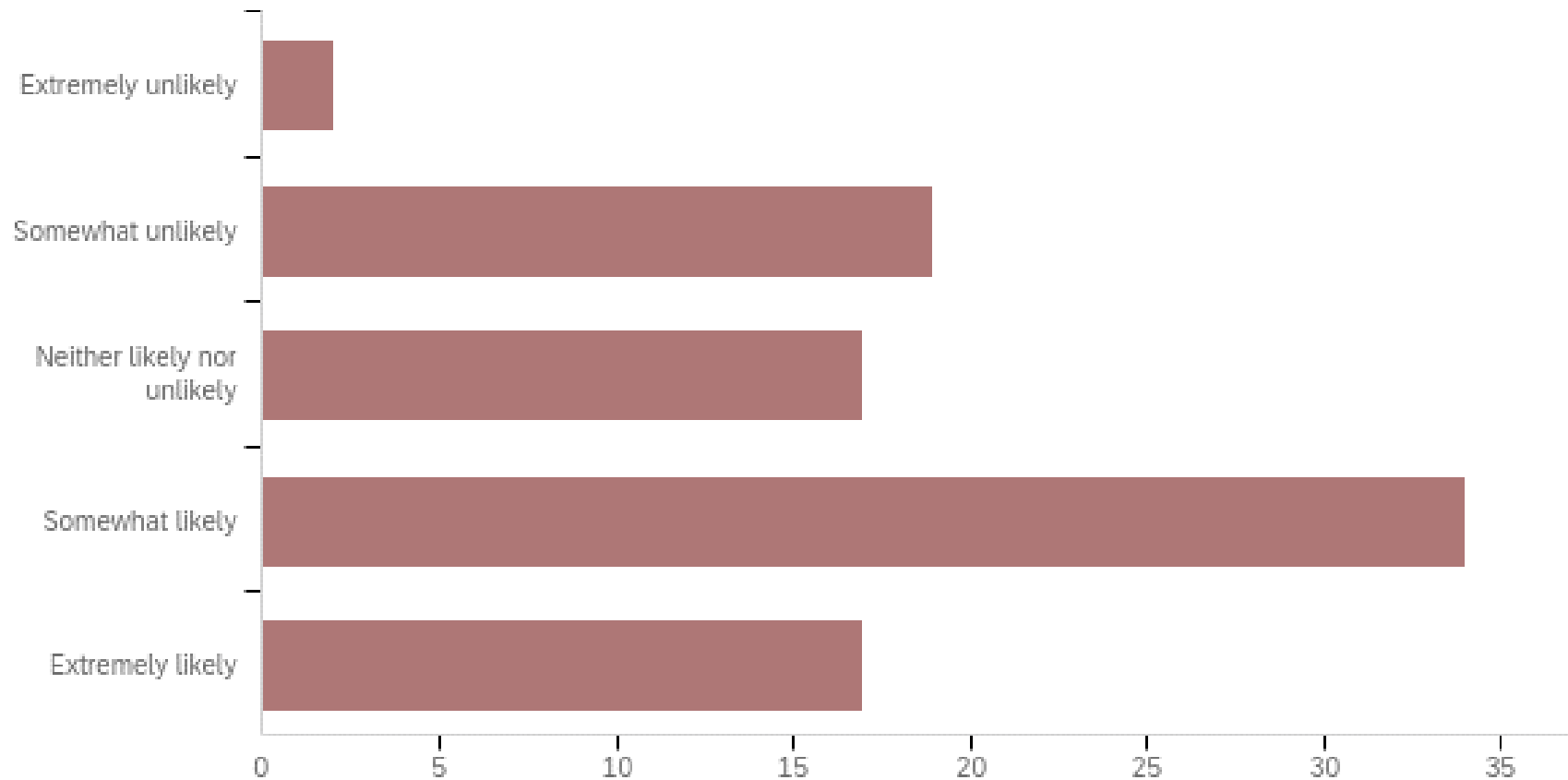
- Interest in design degree: 68.97% (120)
- UW Madison, Design, Interior Architecture



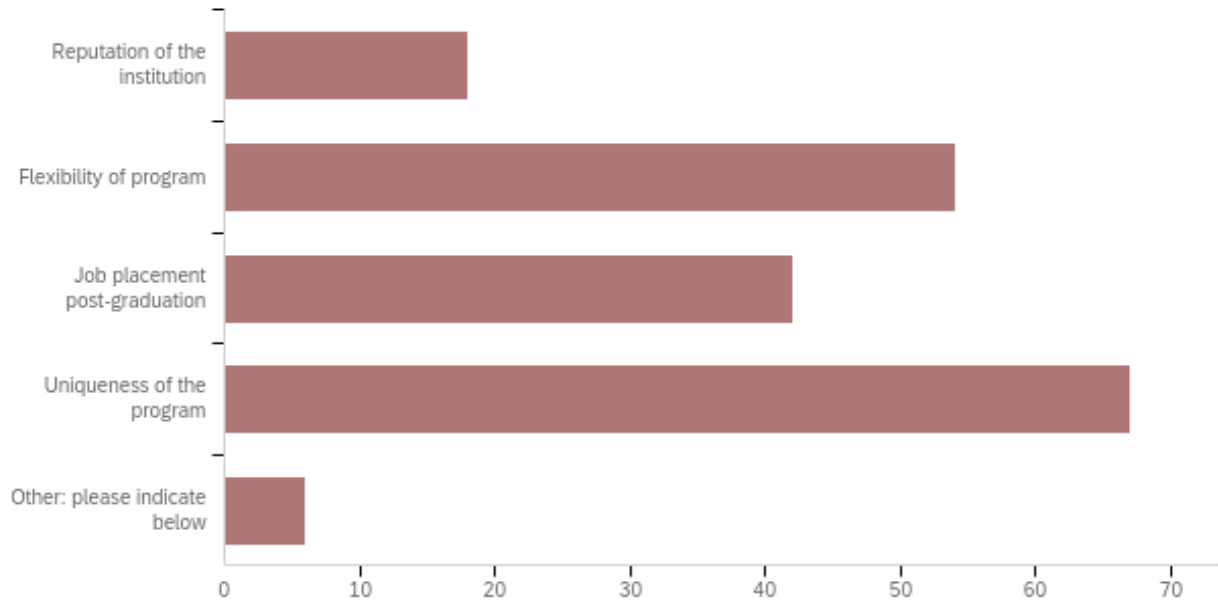
Influence on major

Field	Mean	Std Deviation	Variance
Course content of desired program	3.35	0.71	0.50
Job opportunities	3.15	0.81	0.65
University prestige	2.67	0.78	0.61
Location	2.64	0.85	0.72
Tuition/Cost of attendance	2.64	0.93	0.87

Interest in Bachelor of Design



Appeal of the major

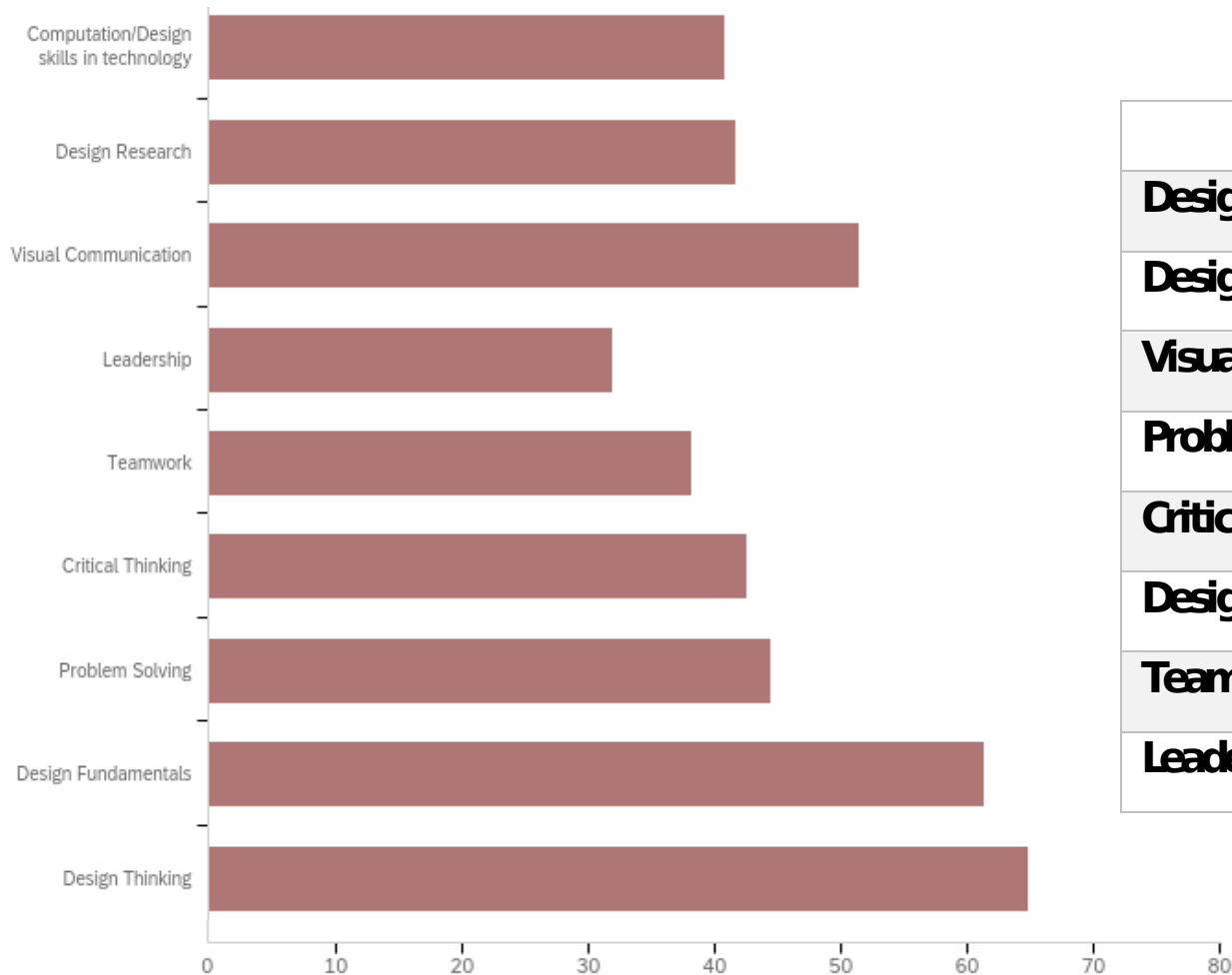


Answer	%	Count
Uniqueness of the program	35.83%	67
Flexibility of program	28.88%	54
Job placement post-graduation	22.46%	42
Reputation of the institution	9.63%	18
Other: please indicate below	3.21%	6

Concerns about the program

- Too broad/not specific (x18)
- Internship and job opportunities (x12)
- Courses offered (x7)
- Worried about tracks (x5)
- Recognition of degree outside of school (x4)
- Credit/Major transfer (x4)
- Number of students will be low (x2)

Most attractive skills gained

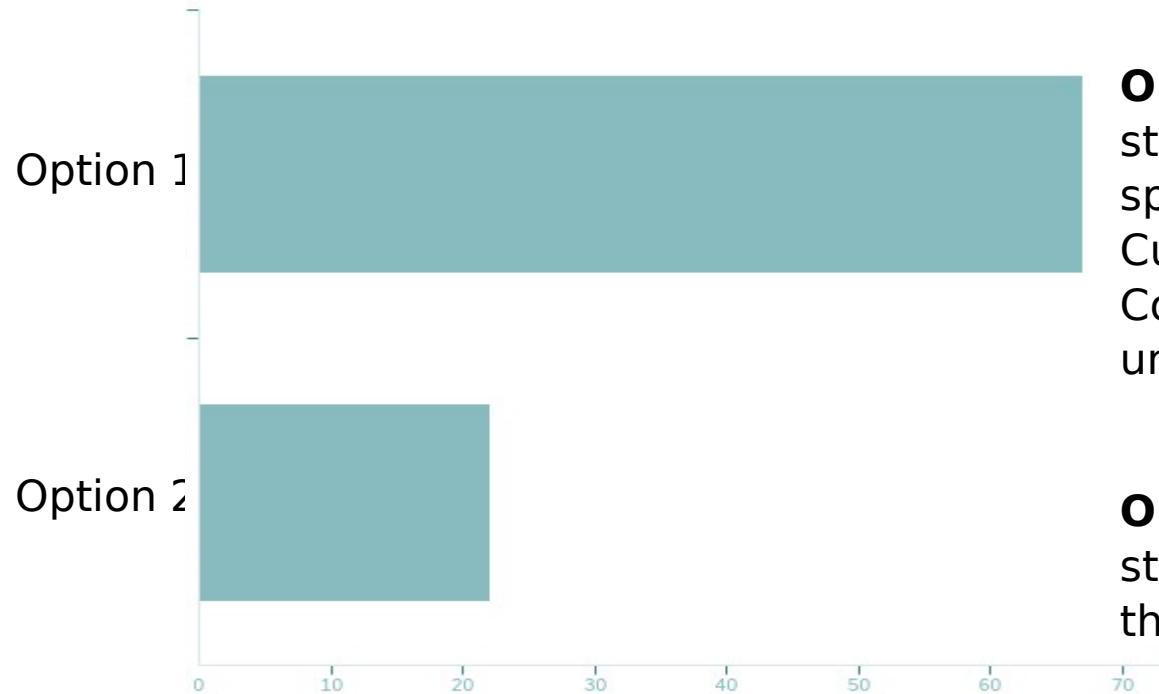


Answer	%	Count
Design Thinking	15.53%	73
Design Fundamentals	14.68%	69
Visual Communication	12.34%	58
Problem Solving	10.64%	50
Critical Thinking	10.21%	48
Design Research	10.00%	47
Teamwork	9.15%	43
Leadership	7.66%	36

BA vs. BS

Answer	%	Count
BA (Bachelor of Arts)	36.67%	33
BS (Bachelor of Science)	20.00%	18
It would not make a difference	43.33%	39
Total	100%	90

Option 1 vs Option 2



Option 1: After the first year of Tier 1 (Core) courses, students can personalize their pathway by selecting a specific track (Design & Technology, Design History & Culture, Social Change & Disruptive Design, or Visual Communication) to pursue and gain a more in depth understanding of that area for the remainder of the degree.

Option 2: After the first year of Tier 1 (Core) courses, students gain equal exposure to all four design tracks for the remainder of the degree.

Feedback on program structure

- **Option 1:** More specific – Do not have to waste time in irrelevant courses – exposure to all areas at the beginning is good – Better for people who are indecisive about their tracks – More specific skillset would be more useful for employers and future jobs
- **Option 2:** There is too much to cover – More balanced but delve more in depth in specific areas – More useful when you advance in your career
- *Taking classes from different tracks would be a good option if people are interested in more than one track.

Track Preference in Rank Order

Tracks	Mean (Individual Rank Orders)
Visual Communication	2.04
Social Change & Disruptive Design	2.47
Design & Technology	2.48
Design History & Culture	3.01

Suggestions for improvement

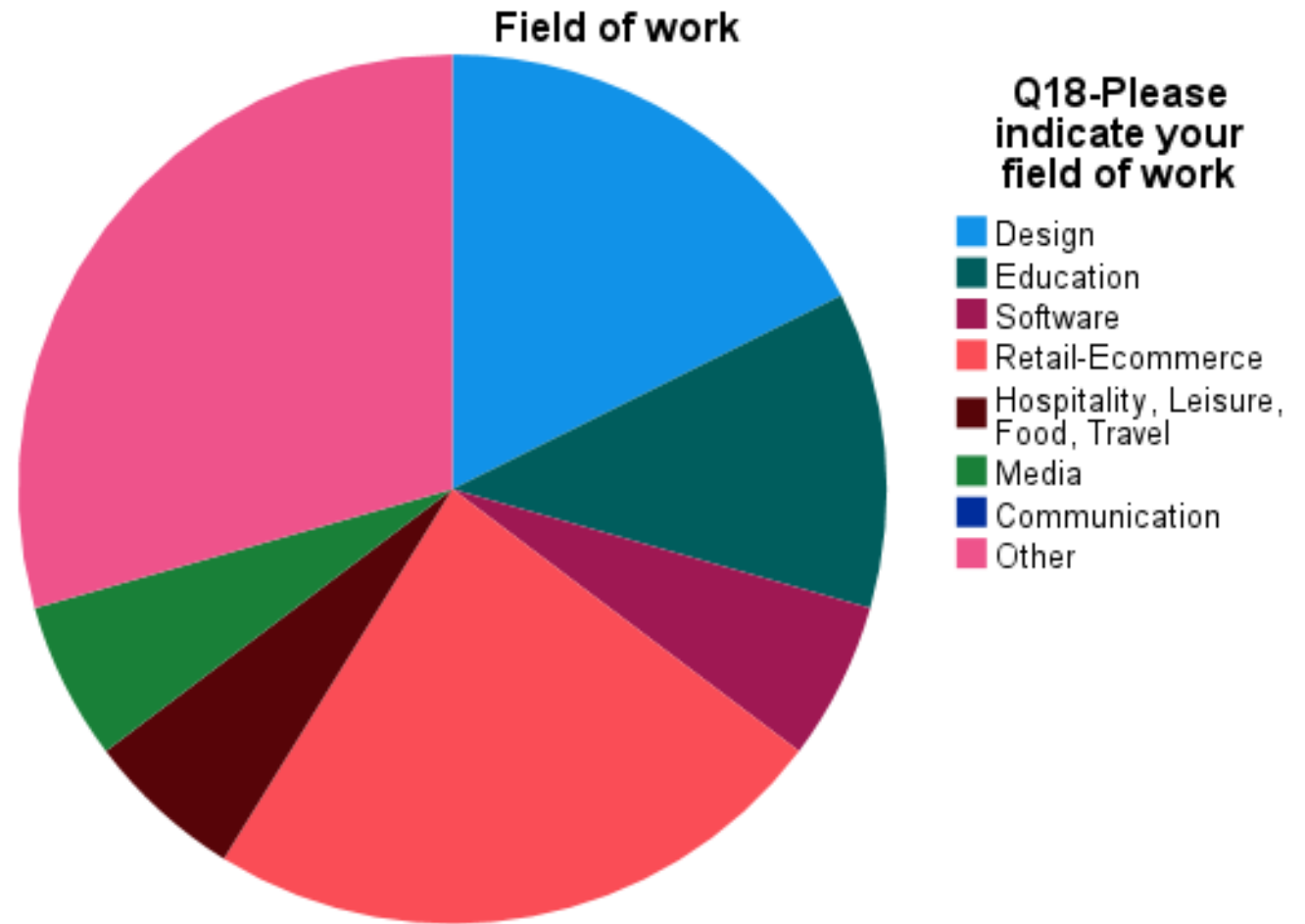
- Prove the uniqueness and usefulness of this degree to employers and to students
- Provide job and internship opportunities/add real life experience
 - Get exposure to other design fields
- Create alternative tracks (e.g. architecture, impact of design, psychological aspect of design, etc.)
- Make it as flexible as possible
- Add courses from other fields like business
- Relevance to job market

Potential Employers

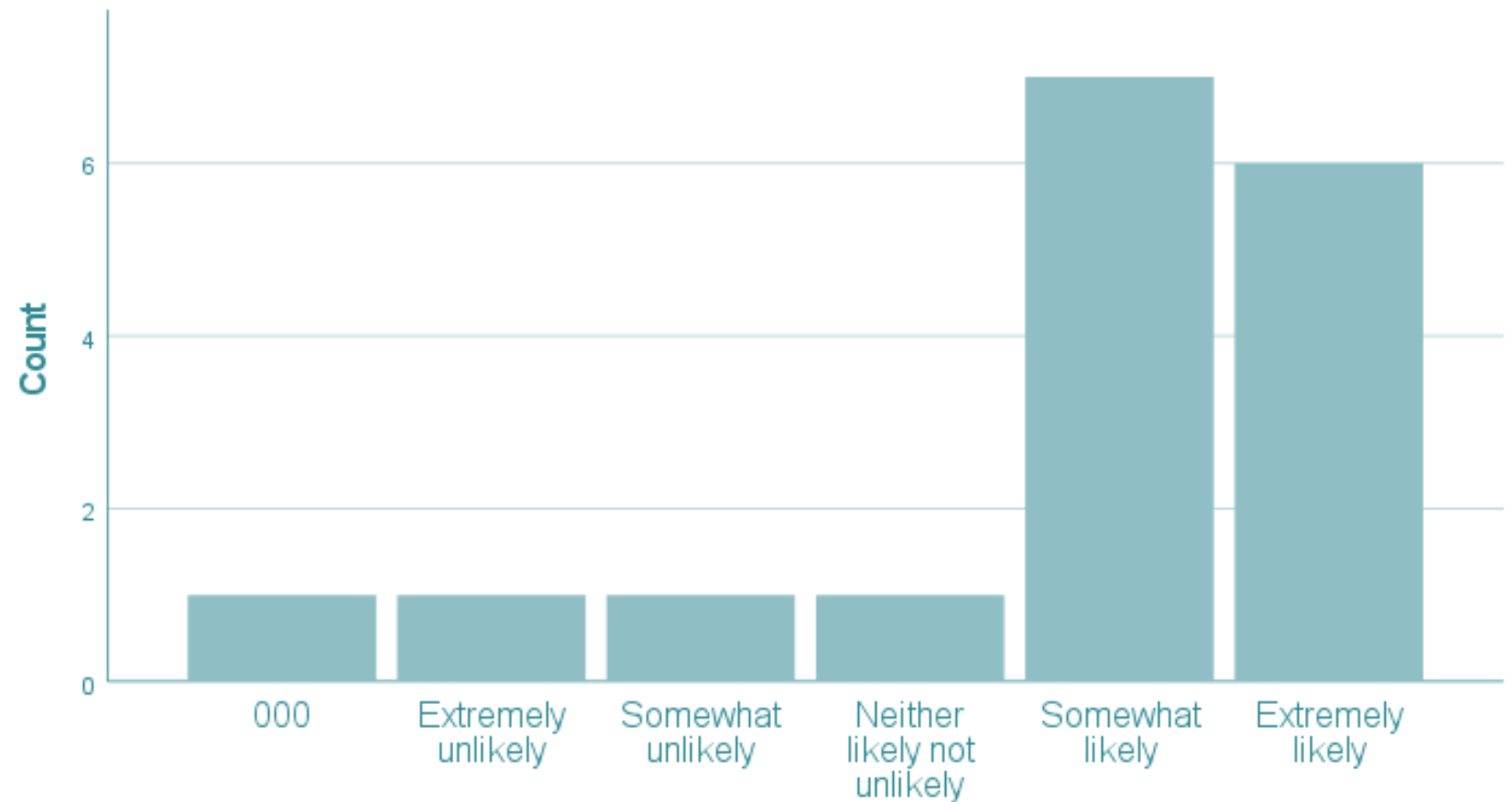
New hires

- Newly graduated – 54.50% (Med. 55%)
- Min. Salary – 45K (Med. 45K)
- Max. Salary – 59.1K (Med. 55K)

Fields of respondents



Likelihood of hiring BS graduates

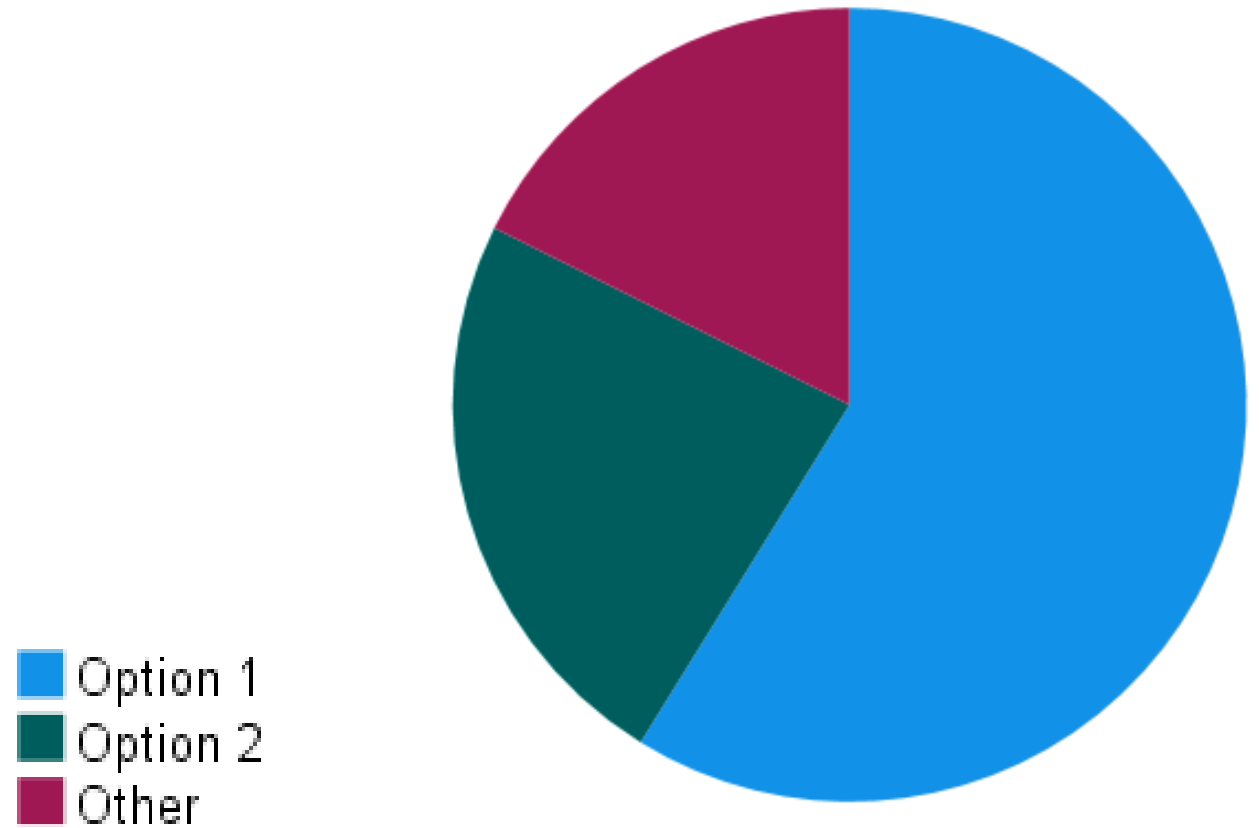


Likelihood of hiring BS graduates

Skills

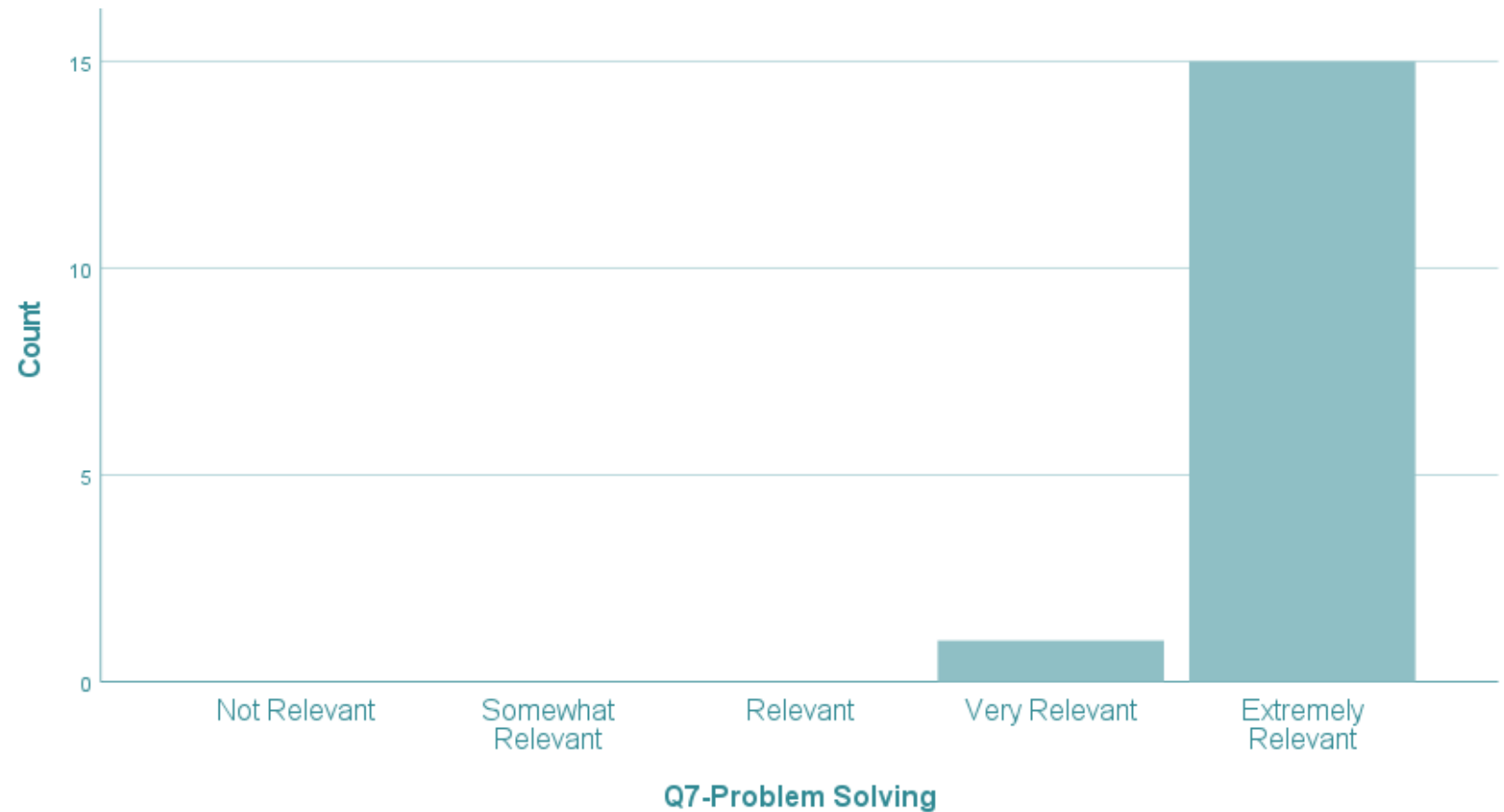
- Design thinking – Critical thinking
- Transferable skills
- Problem solving

Option 1 vs. Option 2



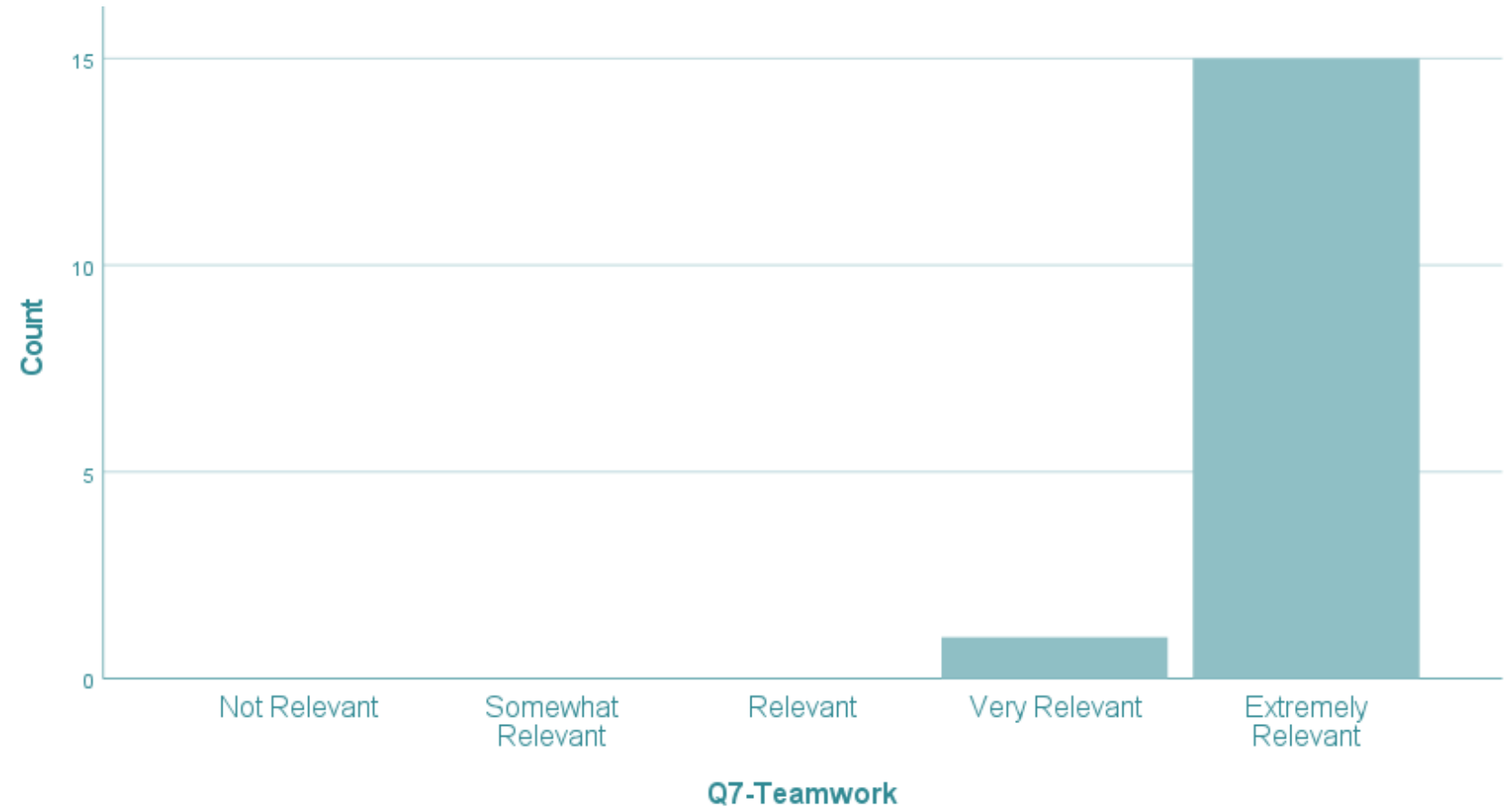
Relevance of skills to field

Problem Solving



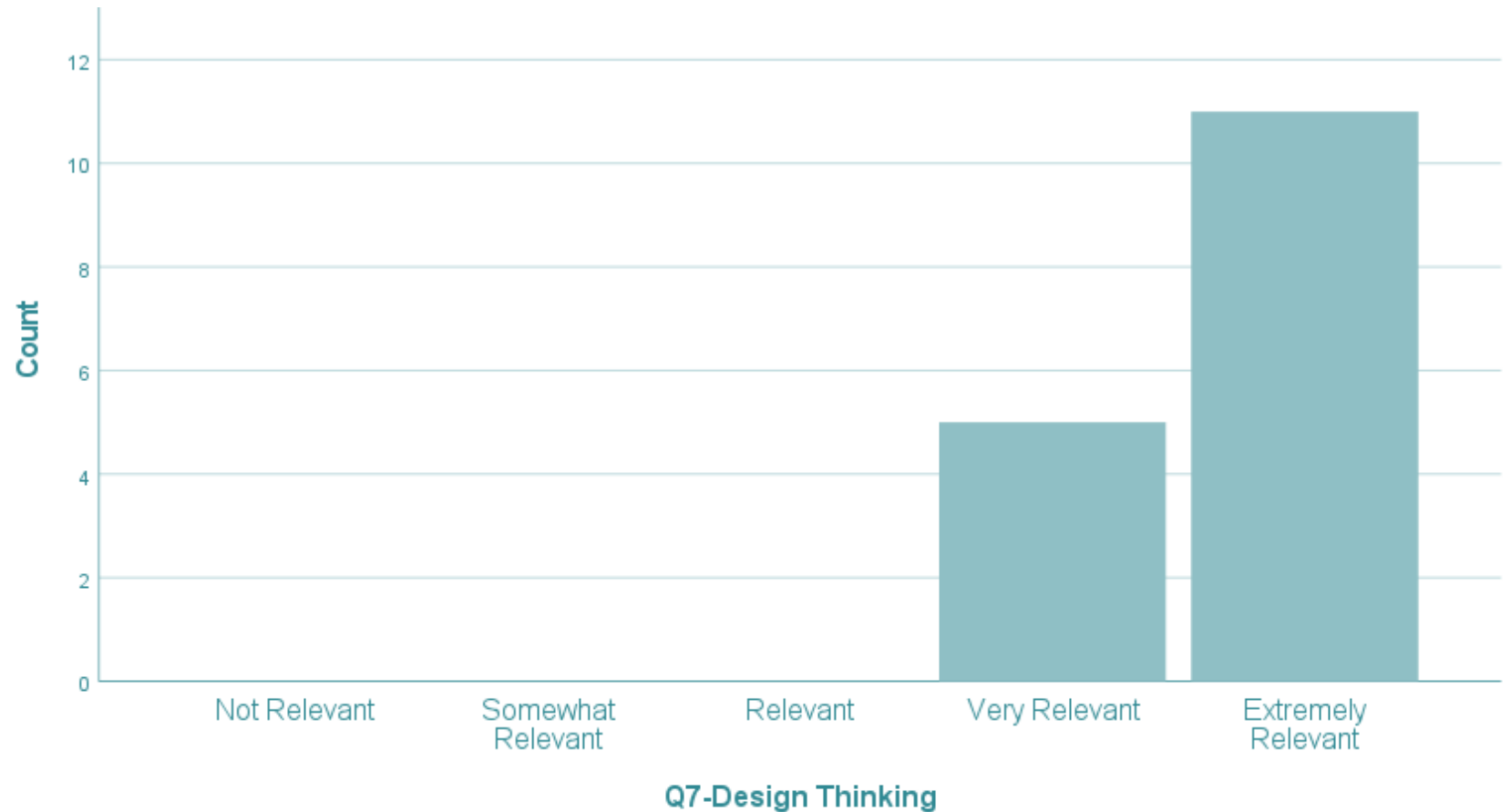
Relevance of skills to field

Teamwork



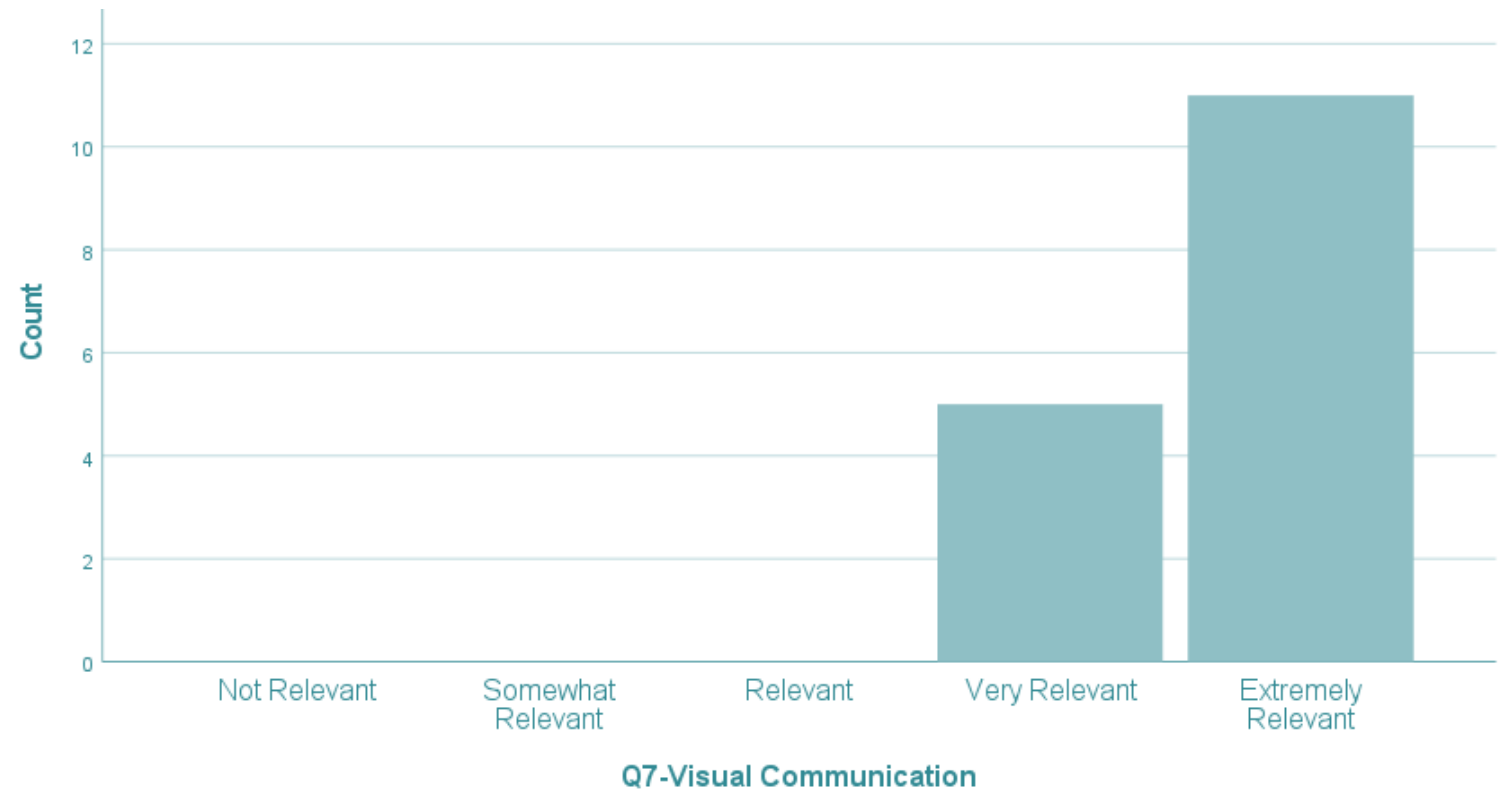
Relevance of skills to field

Design Thinking



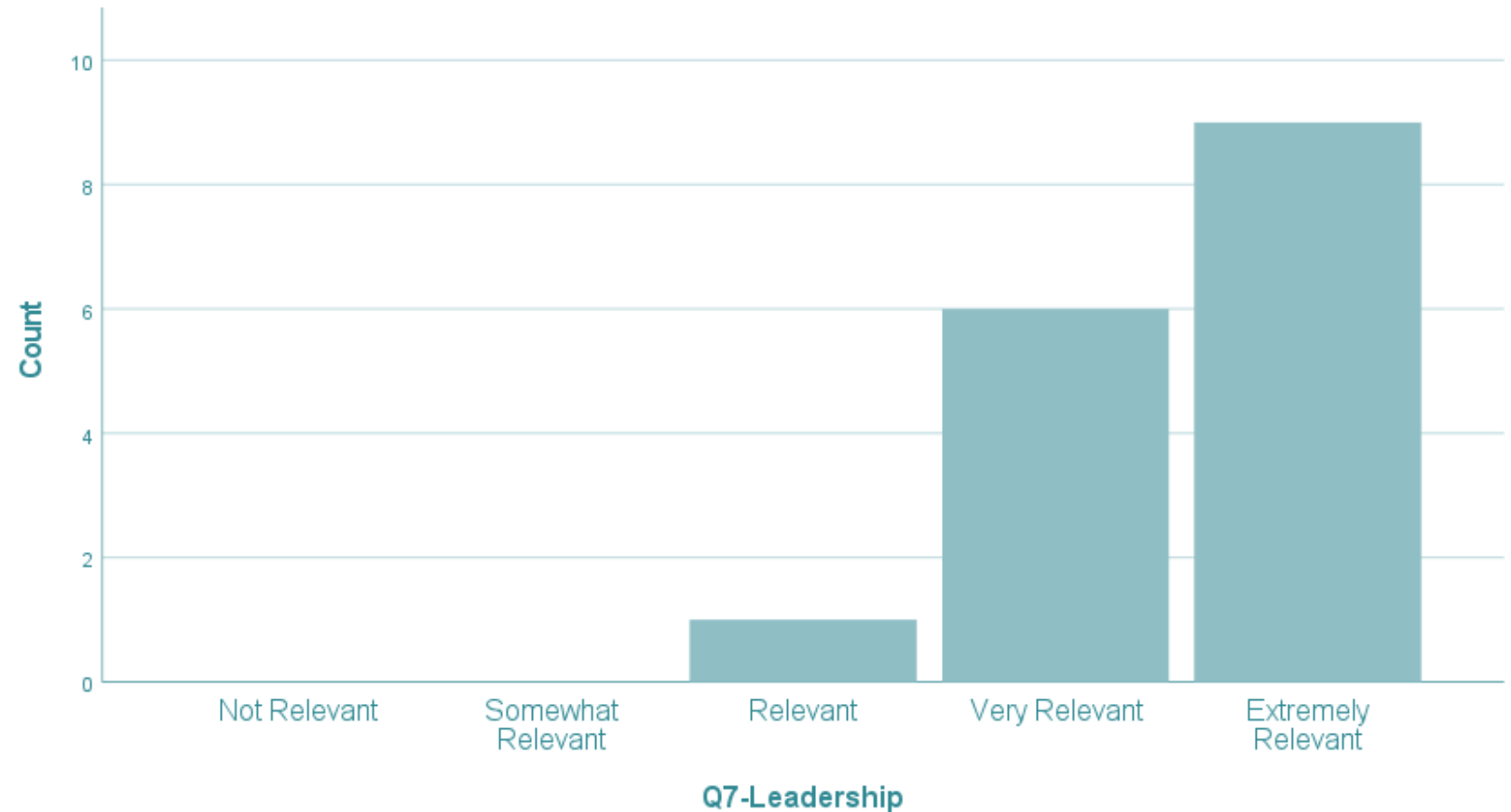
Relevance of skills to field

Visual Communication



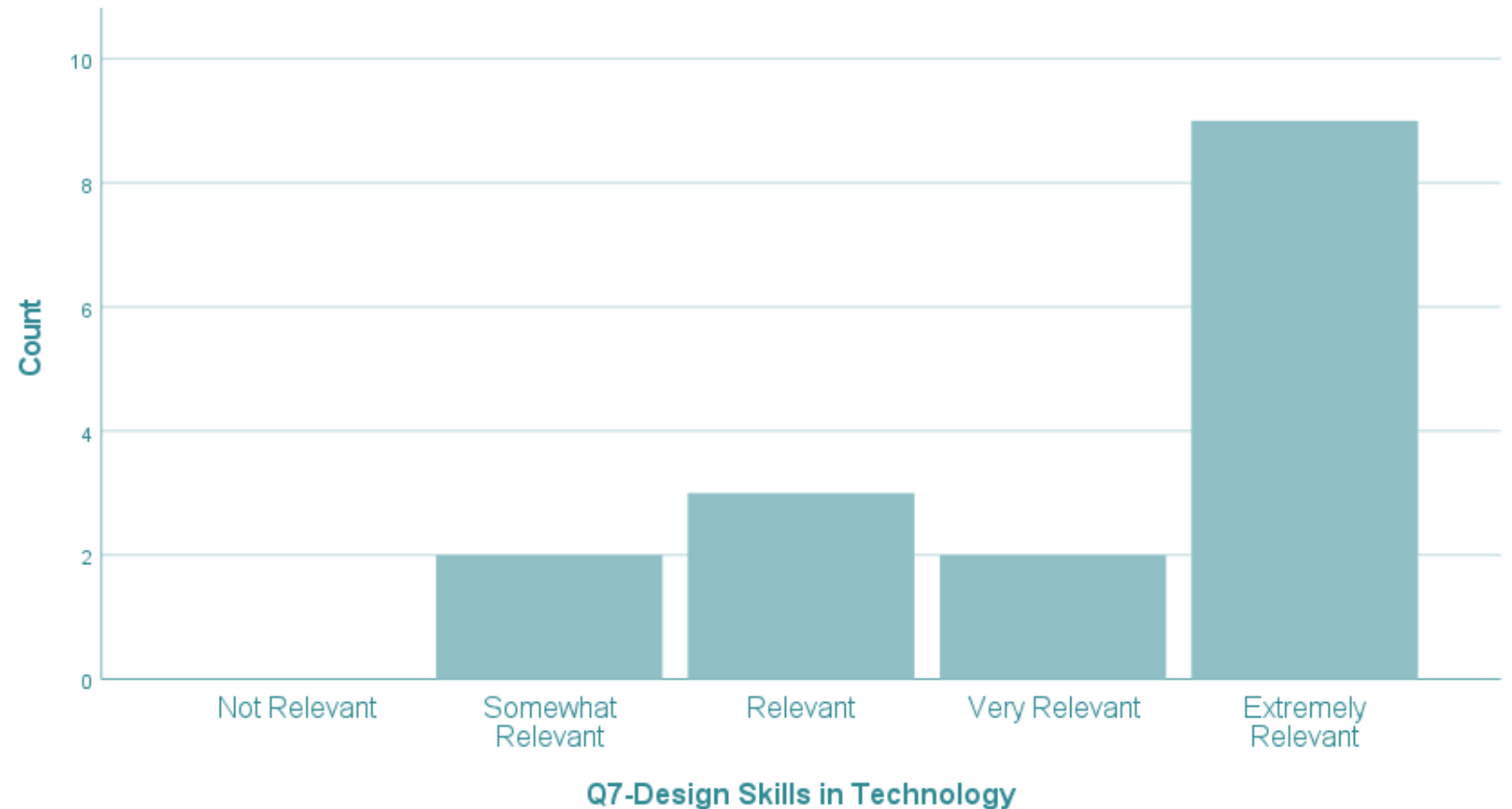
Relevance of skills to field

Leadership



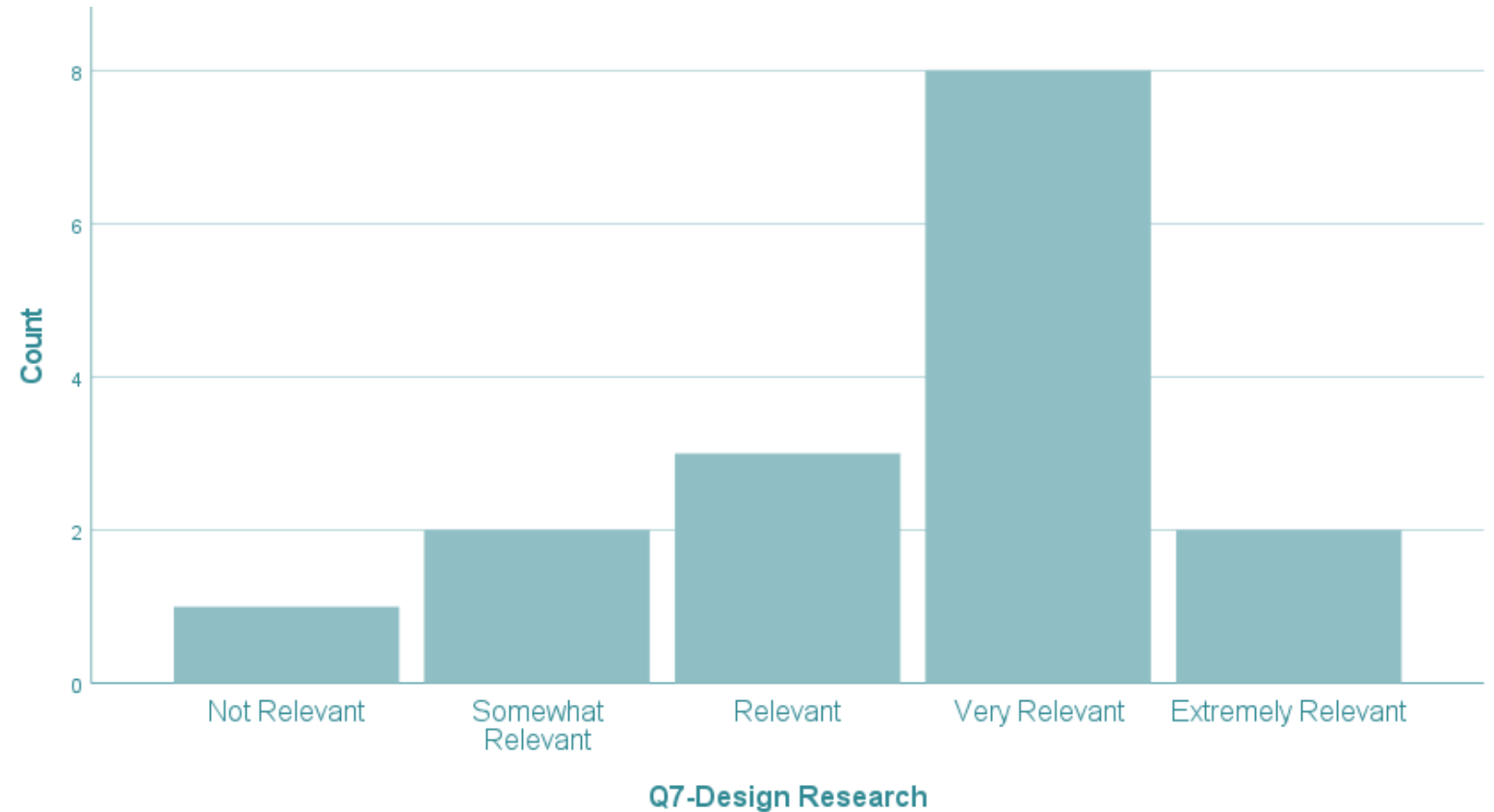
Relevance of skills to field

Design Skills in Technology



Relevance of skills to field

Design Research



Other skills that can be added

- Collaboration
- Real life situations
- Business aspect
- Current issues (climate change, sustainability, empathy, culture, etc.)

Benefits of hiring BD grads

- Design thinking
- Technology
- Broad interests
- Visual communication

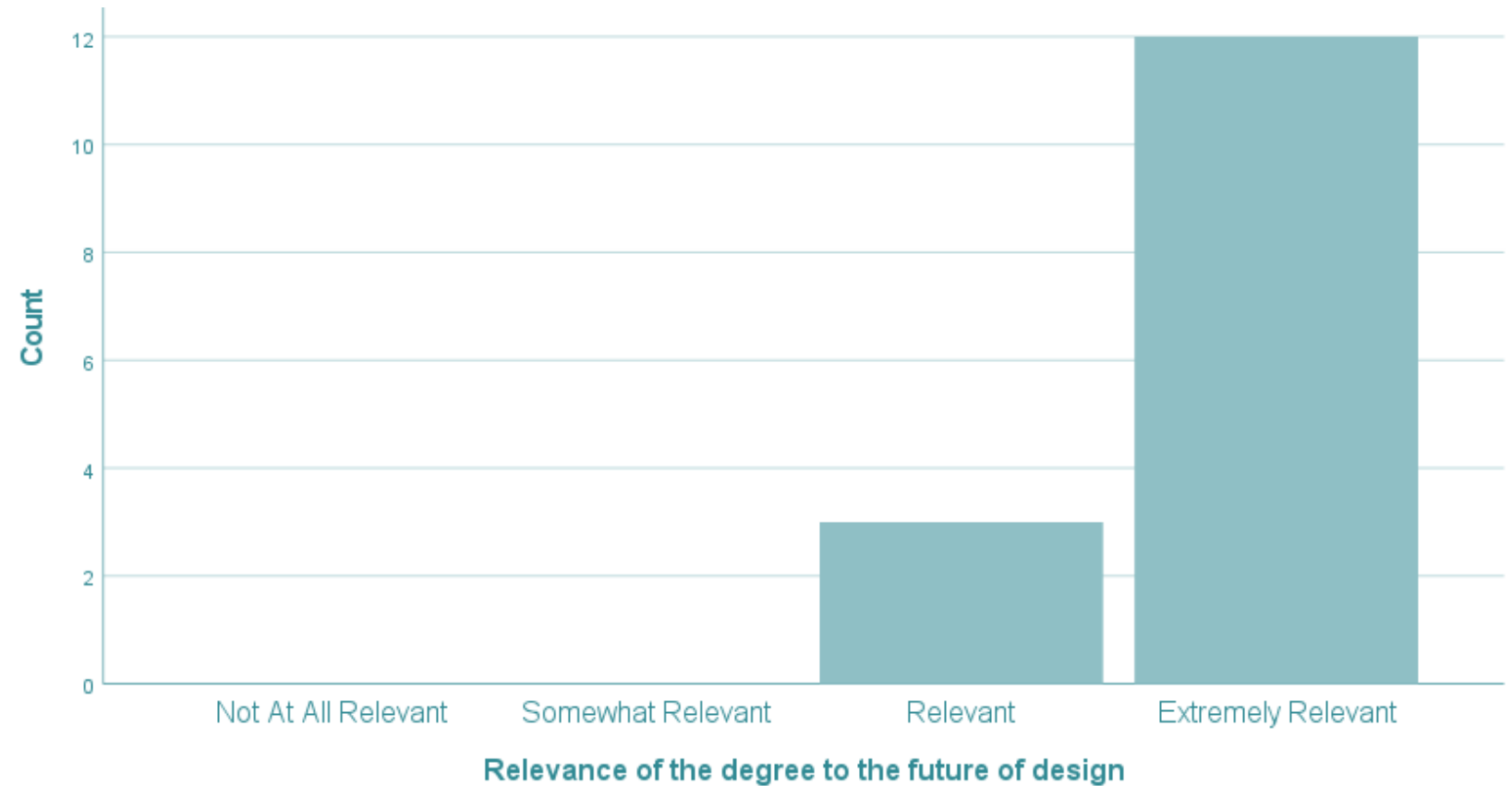
Suggestions for improvement

- Help employers envision contributions
- Portfolio
- Integration to other fields (e.g. business)
- Allow students to do self assessment of skills +help guide them into design track that naturally meshes with their gifts, aspirations and goals.
- A focus on diversity, equity and inclusion in social changes and disruptive design track.
- Global awareness of design/manufacturing/sourcing

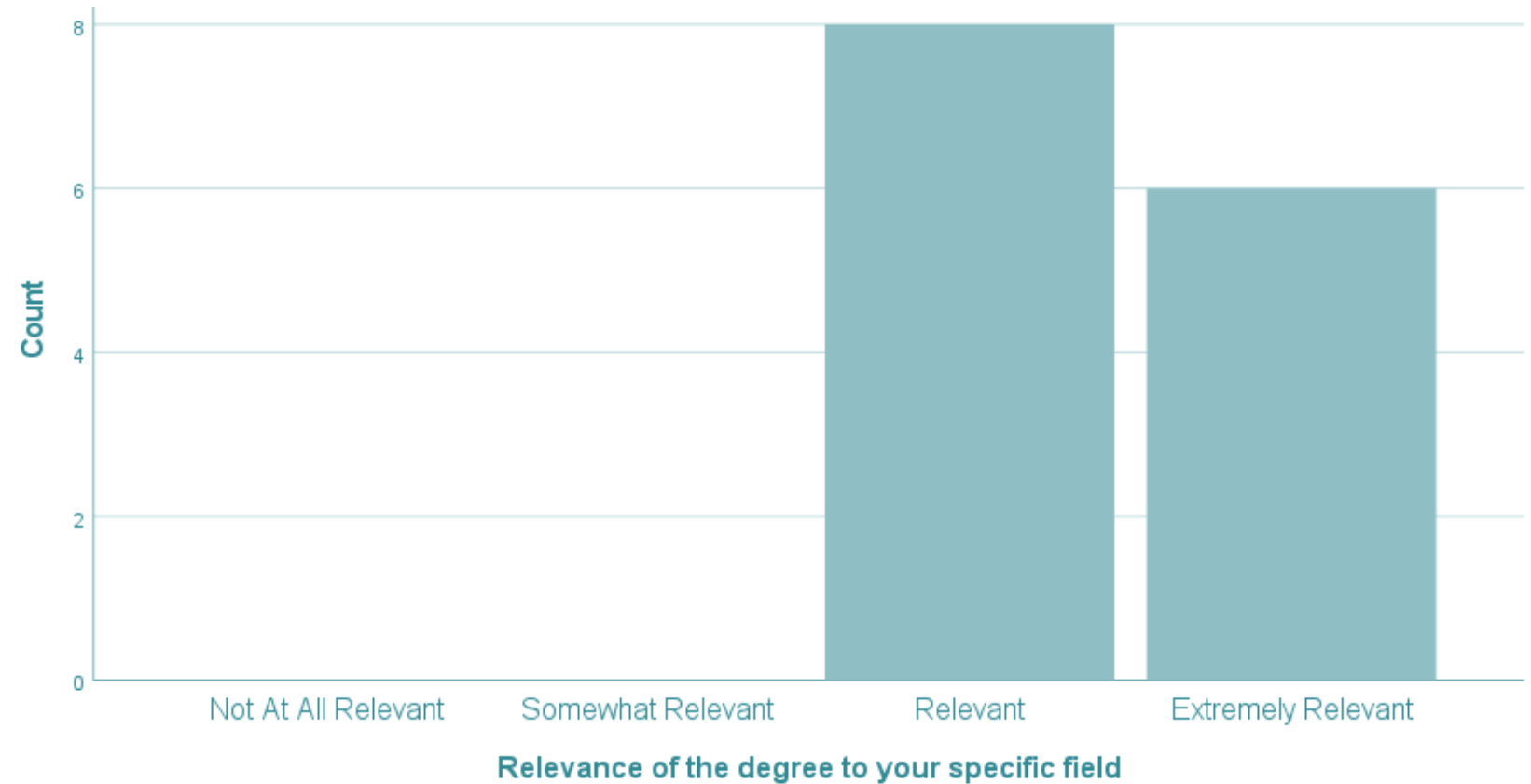
Positions of hiring BD grads

- Manager / Project manager
- Business / Product development

Relevance of BD to future of design

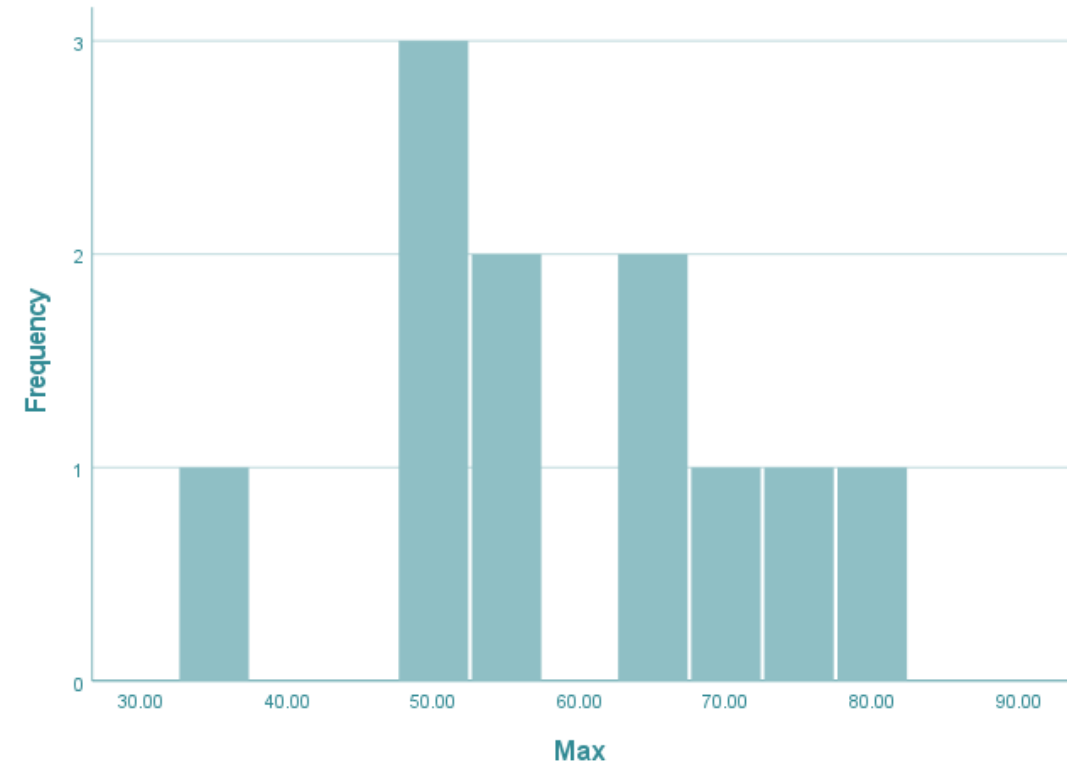
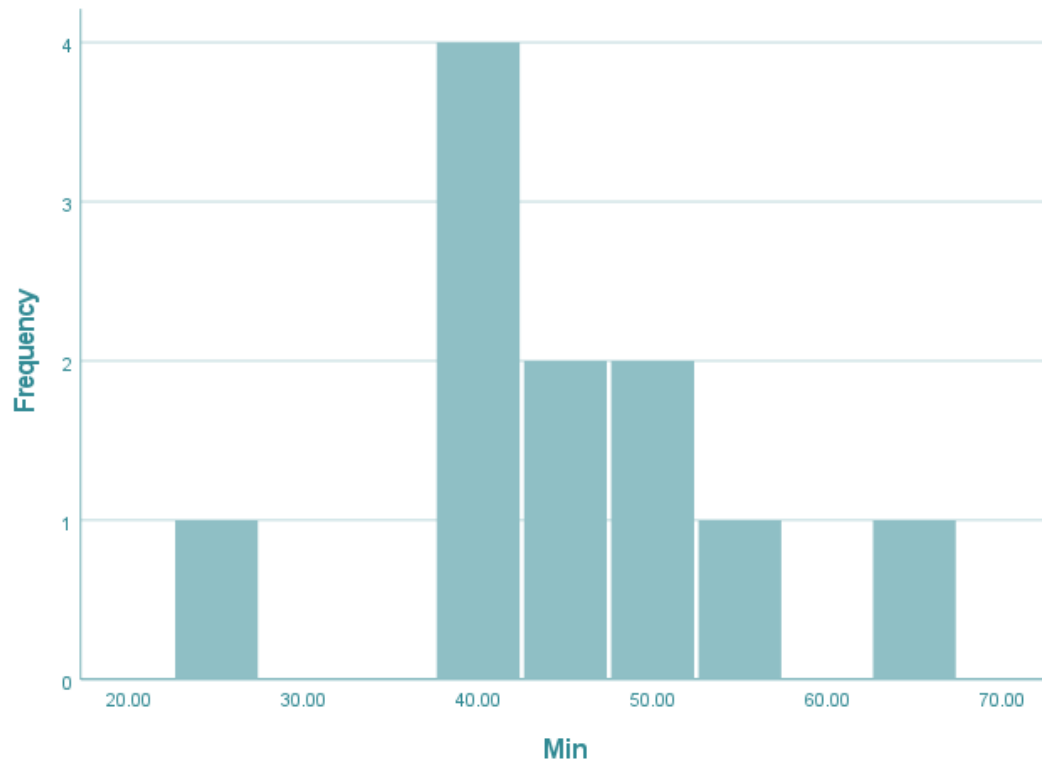


Relevance of BD to your field



Salary

- Min. Salary – 45K (Med. 45K) (25-65K)
- Max. Salary – 59.1K (Med. 55K) (35-80K)



3rd Major: Refined Prototype

<https://xd.adobe.com/view/d4c2e5d1-6319-41db-987f-443b15da8a84-8191/>

Design Strategy Certificate

Theoretical Grounding: Human centered design and systems thinking: DS221 (Fall, summer)

Design thinking for transformation

Visualization and Prototyping (2D and 3D, Summer?) :

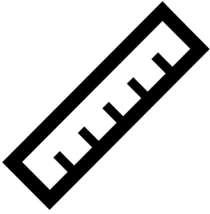
- 2D: Visual Thinking and Communication (either revamp DS140 or create undergraduate section of DS620 visual thinking for problem solving).
- 3D: Wearable tech, VR (These ones are already way beyond the capacity, but VR is being offered in the summer anyway)

Empathy, design iterations, and testing: Research Methods in Design (by graduate TAs, Summer)

Consumer/Market analysis course from the CS or business school (provide multiple choices) >>How about CNSR SCI 555?

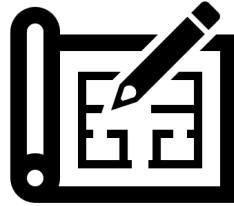
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Vision for the DRA



Research and Consulting (fee/grant-based)

- Health/wellbeing impact of buildings through full building evaluation cycle through pre- and post-occupancy evaluation
- Aging in place and accessibility diagnosis and solution development
- User experiences/usability testing
- Potentially a few new area depending on new hires



Design (fee-based)

- Work with entrepreneurs, designers and businesses to evaluate concepts, prototypes or existing designs to assess usability for the targeted user group.
- Using VR, visualization, other skillset that grad/undergrad design students have for prototyping.
- Community charette and participatory design



Design Connect (Free)

- Match and connect community consulting request to graduate students for their research project
- Match and connect community design request to undergraduate students and studio classes